



Montana and the Family Market

Presenters:

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Sponsor: Voices of Montana Tourism



Introduction

Voices of Montana Tourism Executive Director: Mike Garcia



Welcome!

- **What will we accomplish in the next 70 minutes?**
 - Montana and the family market
 - Real life, practical advice, stories and shared experiences
 - Overview of challenges and trends
 - Dan, Carol and Kasey: roles



#1 Challenge Facing Families Today?

The Growing Deficit in Quality Time Together

91% of parents say quality time is achieved when they learn something new about their child.

84% of parents say quality time means their child learned something new about them.

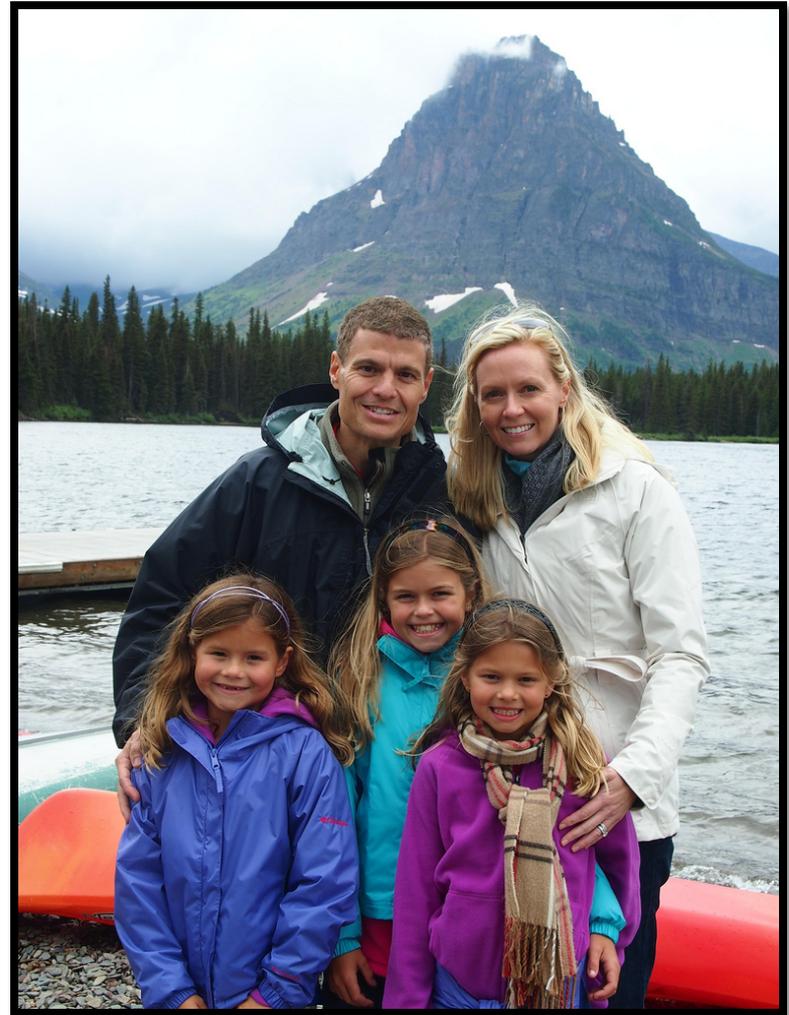


Out of 52 weeks a year, average parents admit they have only **15 “free” weekends.**

13% say they have *no* free weekends.

71% of parents would love more time with their kids – ideally **nine more hours** a week.

96% of parents would cut back TV, Internet, shopping to spend one extra hour with their children every week.



What is the Solution? Go on Vacation!

Quality family time increases.

Parents and children say they learn more about one another on vacation than at home.

97% of parents say their kids have learned new things about them while on family vacation.

86% learned more about their parents' childhoods.

74% learned facts about other family members.



One in two parents say that of the time spent with their kids, just **50%** at best is “quality time.”

82% of time together falls in the “quality time” category while on vacation.

77% report the whole family is more excited.

75% say they are more relaxed.

68% more silly.

54% more affectionate.



Family travel is set for strong growth over the next five years.



82% of family vacationers will take the same if not more, vacation time in the next five years.

94% of parents think it's important for families to take vacations together on a regular schedule.



Today's Changing Family

24% of children in the US live in mom-only households.

43% of households in the US have children.

40% Divorce rate disrupting the nuclear family.

16% of kids live with stepparent, stepsibling or half sibling.

2.5 million same-sex couples say they have children under 17 in their household.

6.2 million US households are multigenerational.

50 million households led by grandparents by 2015.

81% have grandkids for part/all of summer vacation.

\$77 billion each year spent by grandparents on travel.

Family Travel Trends

Grandparent / multigenerational travel is hot!

67% of grandparents say they take celebration vacations to mark milestones.

59% take vacations to celebrate anniversaries.

54% take vacations to celebrate birthdays.



Hint: Capture that information in your database and send cards, well wishes and promos.

Major Family Travel Trends

- Multigenerational travel.
- Grandparent/grandchildren only travel.
- PANKs & PUNKs (Professional Aunties and Uncles No Kids).
- Families traveling with young adult kids.
- Strong desire for customized experiences/authenticity/cross-cultural connections.
- Continued emphasis on learning.
- Continued strong growth in family soft adventure travel.



Montana Family Travel

22-27% of current visitors to Montana.

Primary Reason for their trip:

40% Vacation/recreation/pleasure

33% Just passing through

17% Visit friends/relatives/family event

3.95 nights – Average length of stay

4.93 – Average group size



Primary Vacation Attractions

- 36% Yellowstone National Park
- 18% Family/friends
- 11% Glacier National Park
- 7% Special events
- 6% Mountains / forests
- 6% Resort / guest ranch
- 5% Skiing / snowboarding
- 5% Open space / uncrowded areas
- 3% Fishing





How They Travel:

76% Auto/Truck

10% Air

10% RV/Trailer

Where They Come From:

11% Washington

9% Idaho

9% North Dakota

7% Wyoming

6% Alberta, Canada

6% Utah

4% California

4% Texas

4% Minnesota

3% Colorado

3% South Dakota

3% Florida

3% Illinois

Age Groups Represented:

- 23%** 0-5 years
- 23%** 6-10 years
- 38%** 11-17 years
- 17%** 18-24 years
- 17%** 25-34 years
- 32%** 35-44 years
- 31%** 45-54 years
- 38%** 55-64 years
- 52%** 65-74 years
- 6%** 75 and over



Primary Resource Used for Trip Inspiration and Planning

- 27%** Used no sources
- 23%** Search Engine (i.e. Google)
- 15%** National Park brochure/book/website
- 11%** Unknown
- 7%** Automobile club (i.e. AAA)
- 5%** Online video
- 4%** Official MT website (VisitMT.com)
- 3%** Mobile apps
- 1%** Used a chamber / visitor center
- 1%** Professional online travel reviews
- 1%** Magazine/newspaper articles



Good News!!

75% of extended families surveyed plan to return to Montana within 2 years.

84% of immediate families surveyed plan to return within 2 years.



Now Introducing:

Dan Austin

Austin Adventures President





Who do we have here today?



What Really Is Adventure Travel?

Adventure travel means everything from climbing Mount Everest to biking the back roads of the Italian countryside. From sleeping in the Relais Chateaux Boutique Hotel to sleeping under the stars in Yellowstone. From an all inclusive 5-star experience to handcrafted route descriptions. What is key... is what it means to YOU! With a 40 year legacy we're experts at designing the perfect adventure vacation.

In our case, adventure travel means...

- Fully supported (1:6 guide-to-guest ration, best in the industry)
- Small group sizes (no more than 12 on adult trips and 18 on family vacations)
- A variety of healthy activities, geared to individual abilities and desires.
- Finest and most appropriate regional accommodations
- Excellent cuisine on and off the trails
- Unsurpassed customer service and support. From the first call to the final good byes, it's why we continue to be voted Best in Class!
- Active, experiential, challenging and rewarding

Working with Tour Operators and Why



Why Family Adventures?

- Now More Than Ever
- Designed by families for families
- Stress-free travel
(Yes, it is possible)
- Family friendly activities,
food and accommodations
- Time together – Time apart

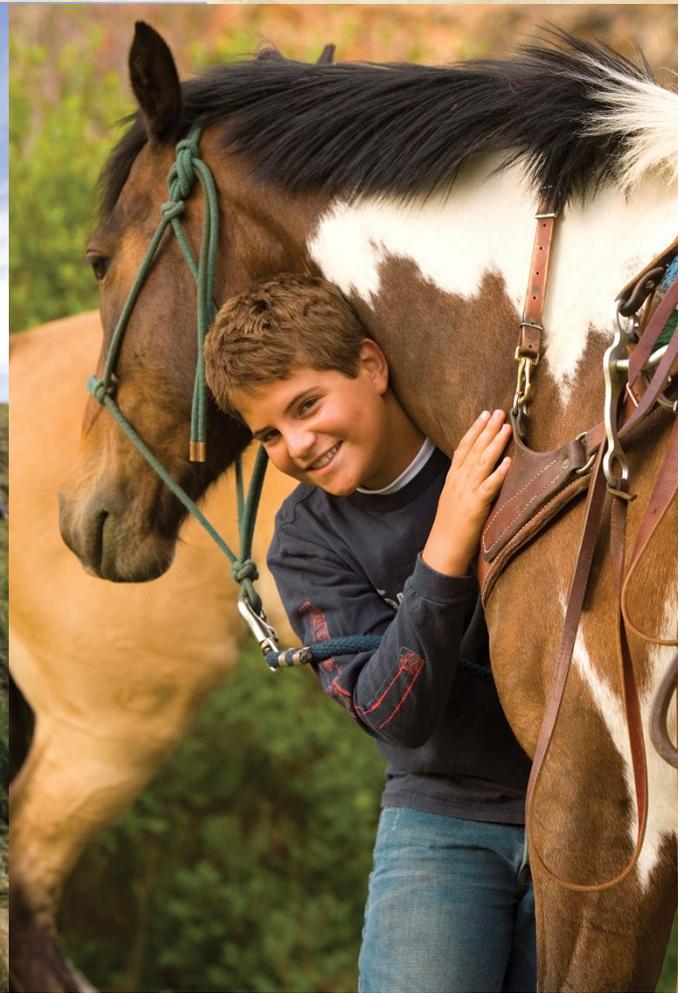


"I would tell anyone who wants a family trip to call you. You take all the burden off mom and dad. Everyone is happily occupied every moment. Anyone who has ever heard "I'm bored" from the back seat should call Austin Adventures immediately." AA Guest - Princeton, New Jersey

Rafting



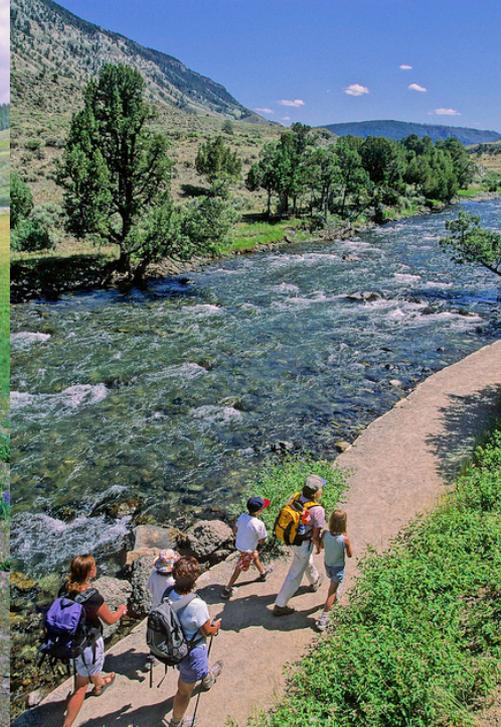
Horseback Riding



Biking



Hiking



Why work with Tour Operators?

- **Exposure!** Last year AA trips received some 20 million print impressions and too many web impressions to count.
- Our **catalog and website** featured trips...1 out of a 1,000 actually book with us. The rest go direct.
- **Early bookings** – we secure hotel spaces years in advance.
- **Co-marketing** opportunities
- Life Long **Partnerships** (20+ years at Chico)

What are we looking for?

- Host city (Billings)
- CVB/Tourism Board Support (web links, insights, co-marketing dollars, images, etc.)
- Iconic known destinations (Custer's Battlefield, Yellowstone, Pompey's Pillar, etc.)
- Again, partnerships and experts in the field



How to get started working with tour operators?

- Familiarization trips
- Share ideas and materials
- Patience and persistence (but not pushy)
- Just “Do IT”
- Trade shows and industry events (like this)



Now Introducing:



Carol Austin

Adventure Sales Consultant at
Austin Adventures

How many points of contact before a booking?

Typically there are six points of contact from an initial inquiry until the time of booking.

- 1) Catalog request / 10 day follow up call
- 2) Itinerary download(s)
- 3) Website channels
- 4) Follow-up call(s) to answer questions
- 5) Trip confirmation and deposit



Questions families may ask...

- My mom is 78 years old, will she be able to keep up?
- My son only eats Yoplait lime yogurt, do I need to bring it with me so he can eat?
- How many beds are in a room?
- How long are the van rides?
- My child is severely allergic to peanuts, can you accommodate our needs?
- What if my son can't hike a mile?
- My husband is worried about not being connected to his office while on vacation.
- Do you provide babysitters?
- What are your guides like?
- Will we have any adult alone time?



Who is the decision maker?

- Mom's role
- Dad's role
- Why would a family choose a tour operator?



Trends

- Multi-generational travel
- Trips to celebrate anniversaries, birthdays, milestones
- Example: Family Trust left behind to be used for travel
- “You can’t give your children a better gift than the gift of travel.” Austin Adventures alumni guest, Patti, Figel.



Advice for choosing the right trip for your family

- 1) Create a wish list.
- 2) Have a family meeting, ask everyone for input.
- 3) Create a budget.
- 4) Schedule a call/meeting with your travel professional.
- 5) Make a list of questions.
- 6) Plan in advance, especially when accommodating a range of schedules.
- 7) Pick one (or two) destinations.
- 8) Minimize the number of times you change accommodations.



Now Introducing:



Kasey Austin

Vice President of Operations
at Austin Adventures

What makes a great family vacation?



Five key elements to a great family vacation:

1. Kid-friendly hotels

- Adjoining rooms
- Pool
- Large lawn to play on



Five key elements to great family vacation:

2. Pick the right restaurants

- Children's menus
- Can accommodate meals for an entire family in a short amount of time
- Can work with dietary needs



Five key elements to great family vacation:

3. Fun and safety-oriented subcontractors

- Always have the goal of safety first in mind
- Know age limits/weight limits
- Fun and spontaneous guides



Five key elements to great family vacation:

4. Child friendly activities

- Shorter hikes / bike rides
- Incorporate fun ways to break up activities
- Distract with nature!



Five key elements to great family vacation:

5. Find the **GREAT** guides out there

- Safety-conscious
- Always willing to bend over backwards to make your family's vacation **THE BEST!**
- Fun loving, kids at heart



The value of a great guide

- A guide can truly make or break the trip.
- A guide serves as the Naturalist, Medic, Caretaker, Chef, Entertainer, Trouble-shooter, Historian – the titles are endless!
- A great guide not only shows you a good time but also educates you on your surroundings.
- An excellent guide can engage anyone from 7 to 70 and provide them with an unforgettable trip of a lifetime.



Building confidence and self-esteem

- Many guests who travel with a tour operator may not feel comfortable “going it alone.”
- Pairing up families with similar-aged kids.
- Guides giving travelers the tools they need (kids and adults alike) to keep up an active lifestyle long after their vacation is over.



Bonding activities between parents and kids

- This vacation may be the only bonding time this family gets this year!
- Vacations typically get families out of their comfort zones and adventure travel has them trying all sorts of new things
- Fun activities: riddles/games on long van rides, the right balance of activities vs family time, team games.



Let's build the perfect Montana Family Vacation!



Questions?





















BREWSTER
LACROSSE JAMBOREE



















